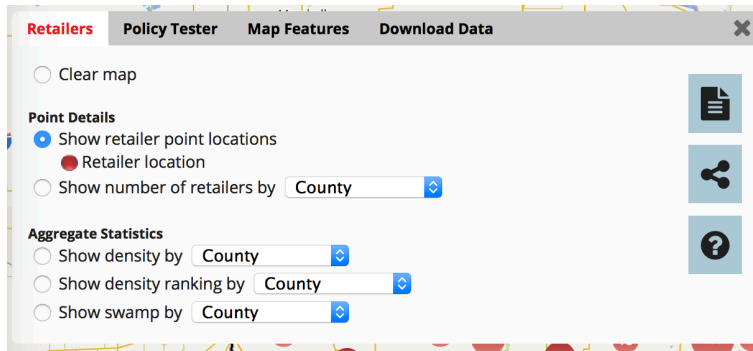


Iowa Mapper Quick Tasks

www.countertools.org/IAmapping

This guide will help you identify ways to get the information that you need from the Mapper quickly. For more depth on any of these tasks, please consult the Mapper manual, which is available by clicking the **Help** button (?) in the dialog box of the Mapper, then clicking the text that reads **this user guide**.



This user guide will provide technical instructions for how to use the Store Mapper. For more information on how to apply this data toward policy advocacy efforts, contact Counter Tools at help@countertools.org.

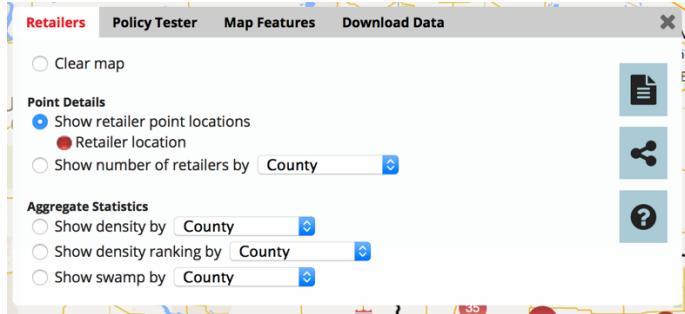
Before using the Store Mapper data, please review the **Terms Of Use**.

This guide will quickly guide you through how to complete the following tasks in the Mapper:

1. See retailer point locations
2. See retailer density, density ranking, or swamps
3. Get a report on density or policies
4. Visualize policy impact
5. Turn on demographic features, change boundaries, or turn on labels
6. Get raw excel data
7. Share a map

1. How to see retailer point locations

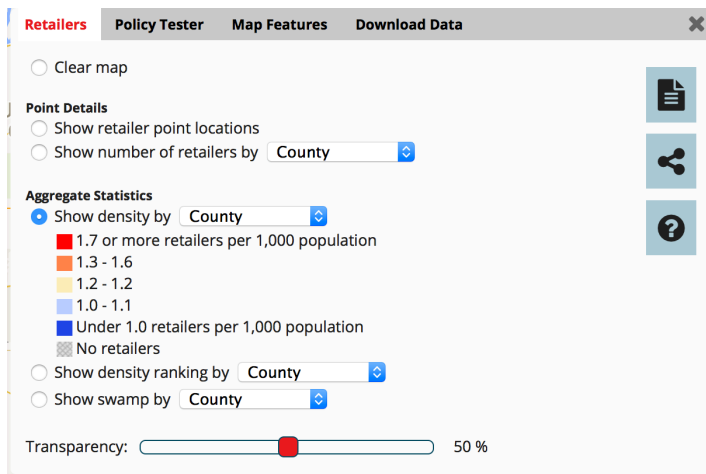
In the **Retailers** tab of the dialog box, select **Show retailer point locations**.



2. How to see retailer density, density ranking, or swamps

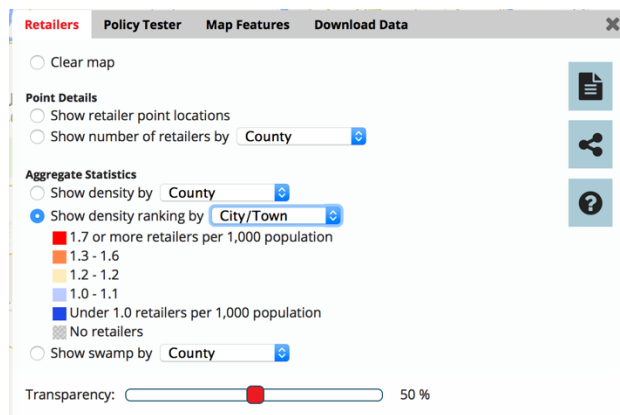
To see retailer density

In the **Retailers** tab of the dialog box, select **Show density by** and select a geographic area from the dropdown menu.



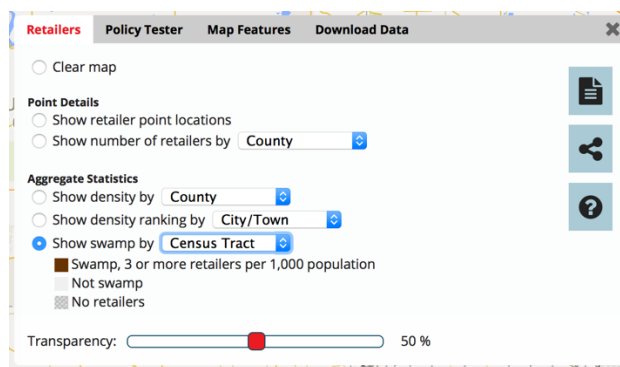
To see retailer density ranking

In the **Retailers** tab of the dialog box, select **Show density ranking by** and select a geographic area.




To see tobacco swamps

In the **Retailers** tab of the dialog box, select **Show swamp by** and select a geographic area.



3. How to get a report on retailer density or potential policies

To get a report on retailer density

In either the **Retailers** or the **Policy Tester** tab of the dialog box, click the **Get a Report** button on the right side of the dialog box (appears as a black piece of paper on a grey background ).

In the box that appears, choose **Area of Interest Report** or **Area Overview Report**.

Select **Retailers and Density** from the **Select a Report Type** drop down menu.

Generate a Report

AREA OF INTEREST REPORT

Generate a PDF report for an area of interest.

Select a Report Type

Retailers and Density

Select the area to report

County Boundaries

Adair

Select the second area for comparison

Entire State

☒ Include detailed listing?

☒ Include demographic details?

Generate Report

AREAS OVERVIEW REPORT

Generate a Report

AREA OF INTEREST REPORT

AREAS OVERVIEW REPORT

Generate an PDF report listing a brief summary of all areas. Use this overview to quickly identify areas which may warrant a more detailed analysis.

Select a Report Type


Retailers and Density

Select the Type of Area

County Boundaries

Generate Report

To get a report on potential policies

In either the **Retailers** or the **Policy Tester** tab of the dialog box, click the **Get a Report** button on the right side of the dialog box (appears as a black piece of paper on a grey background ).

In the box that appears, choose **Area of Interest Report** or **Area Overview Report**.

Select **Policy, Pharmacy, Policy, Within 500' of Another**, or **Policy, Near Schools and/or Parks** in the **Select a Report Type** drop down menu to see the effect of a pharmacy restriction, restriction on retailers near other retailers, or a restriction on proximity of retailers to schools, respectively.

Generate a Report

AREA OF INTEREST REPORT

Generate a PDF report for an area of interest.

Select a Report Type

Policy, Pharmacy

Select the area to report

County Boundaries

Adair

Select the second area for comparison

Entire State

☒ Include detailed listing?

☒ Include demographic details?

Generate Report

AREAS OVERVIEW REPORT

Generate a Report

AREA OF INTEREST REPORT

AREAS OVERVIEW REPORT

Generate an PDF report listing a brief summary of all areas. Use this overview to quickly identify areas which may warrant a more detailed analysis.

Select a Report Type

Policy, Pharmacy

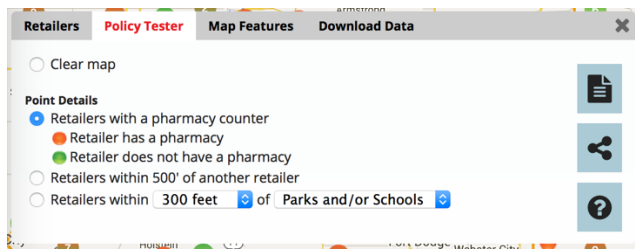
Select the Type of Area

County Boundaries

Generate Report

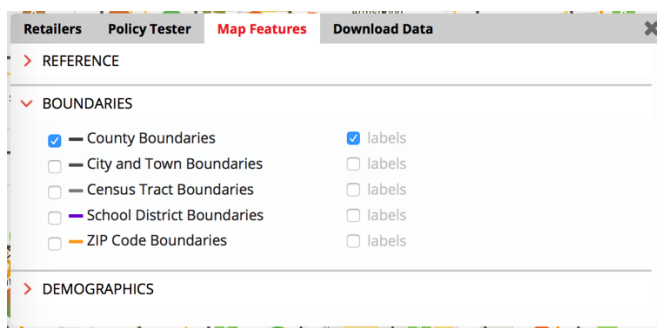
4. How to visualize policy impact

Go to the **Policy Tester** tab of the dialog box. Select one of the three policy options listed to visualize policy impact on the map.



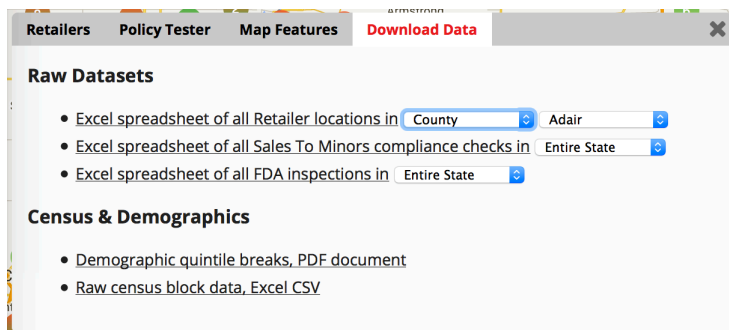
5. Turn on demographic features, change boundaries, or turn on labels

Go to the **Map Features** tab of the dialog box. Select the appropriate section: **Reference**, **Boundaries**, or **Demographics**.



6. How to get raw excel data

Go to the **Download Data** tab of the dialog box. From the drop down menu, choose the appropriate geographic area and click on the text to the left of the drop down to download the data set.



7. How to share a map

In the **Retailers** or **Policy Tester** tabs of the dialog box, select the **Share the current map** button (🔗) on the right side of the dialog box.